

CONTRACT



KAYU
4600 S Regal St
Spokane, WA 99223
(509)448-2828

www.kayutv.com

And:

Media Plus
160 Roy St
Seattle, WA 98109

<u>Contract / Revision</u> 65922 /		<u>Alt Order #</u>
<u>Product</u> 369 - Campaign		
<u>Contract Dates</u> 10/03/16 - 11/08/16		<u>Estimate #</u> 2181-Fighting Back
<u>Advertiser</u> McMorris for Congress		<u>Original Date / Revision</u> 09/20/16 / 09/30/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KAYU	<u>Account Executive</u> Lynn Stryker	<u>Sales Office</u> Political Revenue
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 89.60
<u>IDB#</u> TV13105	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KAYU	10/10/16	11/07/16	Fox News Sunday(FOX)	Fox News Sunday(:30				NM	6	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/10/16	10/16/16	-----S				1	\$30.00	0.60			
	Week:	10/17/16	10/23/16	-----S				2	\$30.00	0.60			
	Week:	10/24/16	10/30/16	-----S				1	\$30.00	0.60			
	Week:	10/31/16	11/06/16	-----S				2	\$30.00	0.60			
	Week:	11/07/16	11/13/16	-----				0	\$0.00	0.00			
N 2	KAYU	10/10/16	11/07/16	M-F 11a-12p	M-F 11a-12p		:30				NM	12	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/10/16	10/16/16	MTWTF--				2	\$20.00	1.10			
	Week:	10/17/16	10/23/16	MTWTF--				4	\$20.00	1.10			
	Week:	10/24/16	10/30/16	MTWTF--				2	\$20.00	1.10			
	Week:	10/31/16	11/06/16	MTWTF--				4	\$20.00	1.10			
	Week:	11/07/16	11/13/16	-----				0	\$0.00	0.00			
N 3	KAYU	10/10/16	11/07/16	M-F 6-630p	M-F 6-630p		:30				NM	4	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/10/16	10/16/16	-----				0	\$0.00	0.00			
	Week:	10/17/16	10/23/16	MT-T---				2	\$80.00	1.00			
	Week:	10/24/16	10/30/16	-----				0	\$0.00	0.00			
	Week:	10/31/16	11/06/16	M--TF--				2	\$80.00	1.00			
	Week:	11/07/16	11/13/16	-----				0	\$0.00	0.00			
N 4	KAYU	10/10/16	11/07/16	M-F 630-7p	M-F 630-7p		:30				NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/10/16	10/16/16	-----				0	\$0.00	0.00			
	Week:	10/17/16	10/23/16	M---F--				2	\$125.00	1.10			
	Week:	10/24/16	10/30/16	-----				0	\$0.00	0.00			
	Week:	10/31/16	11/06/16	M--T---				2	\$125.00	1.10			
	Week:	11/07/16	11/13/16	-----				0	\$0.00	0.00			
N 5	KAYU	10/10/16	11/07/16	M-F 730-8p	M-F 730-8p		:30				NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/10/16	10/16/16	-----				0	\$0.00	0.00			
	Week:	10/17/16	10/23/16	M---F--				2	\$200.00	2.50			
	Week:	10/24/16	10/30/16	-----				0	\$0.00	0.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Non-Discrimination Policy: [Licensee] and its station(s) do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing advertising time from [Licensee] or its station(s) that is intended to discriminate on the basis of race or ethnicity.



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Contract / Revision	Alt Order #
65922 /	

Contract Dates	Product	Estimate #
10/03/16 - 11/08/16	369 - Campaign	2181-Fighting Back

Advertiser	Original Date / Revision
McMorris for Congress	09/20/16 / 09/30/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	M--TF--				2	\$200.00	2.50			
Week:		11/07/16	11/13/16	-----				0	\$0.00	0.00			
N 6	KAYU	10/10/16	11/07/16	Sat 1030-11p	Sat 1030-11p		:30				NM	3	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/10/16	10/16/16	-----S-				1	\$25.00	0.60			
Week:		10/17/16	10/23/16	-----S-				1	\$25.00	0.60			
Week:		10/24/16	10/30/16	-----				0	\$0.00	0.00			
Week:		10/31/16	11/06/16	-----S-				1	\$25.00	0.60			
Week:		11/07/16	11/13/16	-----				0	\$0.00	0.00			
N 7	KAYU	10/24/16	10/30/16	World Series-Sat	Tu-Sun World Seri		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	-----S-				1	\$500.00	8.80			
N 8	KAYU	10/31/16	11/06/16	World Series-Tues	Tu-Sun World Seri		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	-T-----				1	\$500.00	8.80			
N 9	KAYU	10/31/16	11/06/16	World Series-Wed	Tu-Sun World Seri		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/31/16	11/06/16	--W----				1	\$500.00	8.80			
N 10	KAYU	10/24/16	10/30/16	Seahawks(FOX)	Seahawks		:30				NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/24/16	10/30/16	-----S				1	\$2,500.00	24.00			
N 11	KAYU	11/07/16	11/07/16	M-F 11a-12p	Mon 11a-12p		:30				NM	2	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/07/16	11/13/16	2-----				2	\$20.00	1.10			
N 12	KAYU	10/17/16	10/23/16	BBT	M-F 730-8p		:30				NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/17/16	10/23/16	MTWTF--				2	\$200.00	0.00			
N 13	KAYU	10/03/16	10/09/16	Fox News Sunday(FOX)	Fox News Sunday(:30				NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/03/16	10/09/16	-----S				1	\$20.00	0.00			
N 14	KAYU	10/04/16	10/04/16	Political Coverage	Political Coverage		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/03/16	10/09/16	-T-----				1	\$300.00	0.00			
N 15	KAYU	10/09/16	10/09/16	Political Coverage	Political Coverage		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/03/16	10/09/16	-----S				1	\$300.00	0.00			
N 16	KAYU	10/08/16	10/08/16	CFB - LATE	CFB - LATE		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/03/16	10/09/16	-----S-				1	\$100.00	0.00			
N 17	KAYU	10/09/16	10/09/16	NFL Late	NFL Late Game		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/03/16	10/09/16	-----S				1	\$800.00	0.00			
Totals										89.60		46	\$8,075.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/30/16	29	\$6,060.00	(\$909.00)	\$5,151.00
10/31/16 - 11/07/16	17	\$2,015.00	(\$302.25)	\$1,712.75
Totals	46	\$8,075.00	(\$1,211.25)	\$6,863.75

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<u>Advertiser</u>		<u>Original Date / Revision</u>
McMorris for Congress		09/20/16 / 09/30/16

Signature: _____ **Date:** _____

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